

Title (en)
METHODS AND APPARATUS TO COMPENSATE IMPRESSION DATA FOR MISATTRIBUTION AND/OR NON-COVERAGE BY A DATABASE PROPRIETOR

Title (de)
VERFAHREN UND VORRICHTUNG ZUM AUSGLEICHEN VON ABDRUCKDATEN FÜR FEHLZUSCHREIBUNG UND/ODER NICHTABDECKUNG DURCH EINEN DATENBANKEIGENTÜMER

Title (fr)
PROCÉDÉS ET APPAREIL POUR COMPENSER L'ATTRIBUTION INCORRECTE ET/OU LE DÉFAUT DE COUVERTURE DE DONNÉES D'IMPRESSION PAR LE PROPRIÉTAIRE D'UNE BASE DE DONNÉES

Publication
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Application
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• US 201461952726 P 20140313
• US 201461979391 P 20140414
• US 201461986784 P 20140430
• US 201461991286 P 20140509
• US 201462014659 P 20140619
• US 201462023675 P 20140711
• US 201462030571 P 20140729
• US 2014068623 W 20141204

Abstract (en)
[origin: US2015262207A1] Methods and apparatus to compensate impression data for misattribution and non-coverage by a database proprietor are disclosed. An example method includes obtaining a count of media impressions occurring on a first type of computing device, a first portion of the media impressions corresponding to persons for whom demographic information is recognizable by a database proprietor and a second portion of the media impressions corresponding to persons for whom demographic information is unavailable to the database proprietor; and determining the demographic information for the second portion of the media impressions based on a first probability that media corresponding to the media impressions is accessed on the first type of computing device and based on a second probability that media is accessed on a second type of device.

IPC 8 full level
G06Q 30/02 (2012.01); **G06F 17/00** (2006.01); **H04W 4/21** (2018.01)

CPC (source: EP GB KR US)
G06F 16/95 (2019.01 - KR); **G06F 17/18** (2013.01 - KR); **G06Q 30/0201** (2013.01 - EP GB KR US); **G06Q 30/0203** (2013.01 - EP GB KR US); **G06Q 30/0241** (2013.01 - EP US); **G06Q 30/0242** (2013.01 - EP US); **G06Q 30/0245** (2013.01 - EP GB KR US); **H04L 67/10** (2013.01 - KR); **H04W 4/18** (2013.01 - EP KR US); **H04W 4/21** (2018.02 - EP KR US)

Citation (search report)
No further relevant documents disclosed

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US 2015262207 A1 20150917; AU 2014386191 A1 20160721; AU 2018200997 A1 20180301; AU 2020201228 A1 20200312; AU 2022201074 A1 20220310; CA 2936701 A1 20150917; CA 2936701 C 20211214; CA 3119830 A1 20150917; CA 3119830 C 20231114; CN 106462858 A 20170222; CN 106462858 B 20220308; CN 114564511 A 20220531; DE 202014011625 U1 20240521; EP 3117385 A1 20170118; EP 3117385 A4 20170802; EP 4219071 A2 20230802; EP 4219071 A3 20230809; GB 201616110 D0 20161109; GB 2539588 A 20161221; JP 2017513109 A 20170525; JP 2018041493 A 20180315; JP 2019050011 A 20190328; JP 2020038676 A 20200312; JP 2022003523 A 20220111; JP 6239784 B2 20171129; JP 6457049 B2 20190123; JP 6595072 B2 20191023; JP 6918884 B2 20210811; KR 101934841 B1 20190103; KR 102193392 B1 20201222; KR 102317823 B1 20211027; KR 102473454 B1 20221202; KR 102663453 B1 20240520; KR 20160117544 A 20161010; KR 20190002736 A 20190108; KR 20200143746 A 20201224; KR 20210132208 A 20211103; KR 20220164621 A 20221213; US 10803475 B2 20201013; US 11568431 B2 20230131; US 2019147466 A1 20190516; US 2021027323 A1 20210128; US 2023281650 A1 20230907; WO 2015138016 A1 20150917

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US 201414560947 A 20141204; AU 2014386191 A 20141204; AU 2018200997 A 20180209; AU 2020201228 A 20200220; AU 2022201074 A 20220217; CA 2936701 A 20141204; CA 3119830 A 20141204; CN 201480077152 A 20141204; CN 202210144904 A 20141204; DE 202014011625 U 20141204; EP 14885507 A 20141204; EP 23152302 A 20141204; GB 201616110 A 20141204; JP 2016556957 A 20141204; JP 2017211894 A 20171101; JP 2018208221 A 20181105; JP 2019174158 A 20190925; JP 2021120691 A 20210721; KR 20167024073 A 20141204; KR 20187037635 A 20141204; KR 20207036005 A 20141204; KR 20217034007 A 20141204; KR 20227041801 A 20141204; US 2014068623 W 20141204; US 201916247254 A 20190114; US 202017068582 A 20201012; US 202318103276 A 20230130